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FOOD FOR FUTURE CITIZENS

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U. S. Department of Agriculture

A radio interview between Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, and Mrs. Josephine Junkin Doggett, Director of Research of the General Federation of Women's Clubs, broadcast April 5, at 5 P.M., E.S.T., by N.B.C. and a network of associated stations.

Announcer:

In the next fifteen minutes we are to hear about a situation which I think is close to the hearts of every one of us, a situation of vital importance to the whole country. In another of this series of weekly interviews with Dr. Frederic C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, Mrs. Josephine Junkin Doggett is about to ask questions on one of the great recovery problems for the two million women she represents as Director of Research & Club Service of the General Federation of Women's Clubs. In his answers, Dr. Howe will present the case for undernourished school children, and tell how and why our future citizens should be fed. Dr. Howe is on the stand:

DR. HOWE:

I'm terribly in earnest this week, Mrs. Doggett. If we could just get your two million club members, every one, behind us, this battle would be won.

MRS. DOGGETT:

Well, I'm sure they all want to see children fed, Dr. Howe. Not just our club members, -- but all women, everywhere ----

DR. HOWE:

That's true. Most people, if they thought about it, would be in favor of children getting enough to eat. That makes the job easier, but it isn't enough. People have to do something about this ---- and do it quick. Months or weeks count -- days count --- hours count ---. This is a matter of putting a stop to a condition that may endanger the health of our coming generation.

MRS. DOGGETT:

Is it that bad, Dr. Howe? I don't quite -----

DR. HOWE:

It is that bad. In plain words, this is the situation: Today's children are tomorrow's citizens. Tomorrow's citizens must be built, today. The country's future is at stake because it will be in the hands of today's children. And they --- the children of today -- many of them --- are not getting the start in life they need, to become strong valuable citizens.

MRS. DOGGETT:

How do we know this, Dr. Howe?

(over)

DR. HOWE:

In the careful words of an official report of a recent survey, it is put something like this: Seven and a half million children, it says, are "suffering the effects of the depression". You can imagine for yourself what those cold official words mean to seven and a half million little bodies: not enough clothes, on the outside; not enough food, on the inside. That's the situation we've got to change. That's the situation we want the help of your club members in correcting. It's been going on long enough.

MRS. DOGGETT:

Well, I should think so. Seven and a half million ---- why, that's an appalling number of children.

DR. HOWE:

Yes.... Enough people to populate the whole state of Ohio. Suppose they were all grown up today --- if they all did grow up --- there would be more than enough, grown people alone, to fill these cities ---- San Francisco, Chicago --- Washington, --- Cleveland --- Cincinnati --- Milwaukee --- Louisville --- Denver --- and New Orleans ---. All those cities could be filled as full as they are filled today with just these children -- the ones we know are starting out their lives now -- handicapped.

MRS. DOGGETT:

How can such a situation be allowed to go on? I should think a country's children would be its first consideration always - - - - Even from a cold blooded point of view, I should think it was obvious that an investment in their health was just plain good business. Isn't something being done about it?

DR. HOWE:

Well, I don't think we've got to the point yet where we see the situation in quite as clear terms as that. But, certainly a lot of people are beginning to see that something must be done, and are doing it in various places and various ways. Fine earnest people are giving their money and their time - - and their hearts, too - - to the cause of feeding the hungry. It would be difficult to name all the groups that try to deal with some part of this major phase of the national emergency....

MRS. DOGGETT:

Why don't we start with just one practical job for every woman to do, and go into it thoroughly. I want you to tell our listening women some one thing they can all get busy on. And give them some concrete help in getting at it.

DR. HOWE:

I think that's a swell idea. There is one job you could tackle, one that would really accomplish a lot. That is the matter of school lunches. If children get certain definite indispensable foods for their lunch, that is half - - at least - - of the battle.

MRS. DOGGETT:

I am sure women will tackle it, too, once they realize the great need. I know a great many women's clubs have been working on this problem for a long time already. We have letters and reports from hundreds of places in the country telling of the splendid progress that is being made.

DR. HOWE:

I think it would be an inspiration to other people who are facing this problem if you would give us a few examples of some of the successful jobs that are being done.

MRS. DOGGETT:

Taking the first ones that come to mind, out of our hundreds West Virginia is a good example. Particularly hard hit by the depression, that state's women have responded magnificently. In Fairmont, for instance, the Women's Club started in 1931, with the help of the Society of Friends, to work on the plight of unemployed miners' children. Local school nurses gave their services, surveyed fifty schools, found three thousand school children needing food. The women got into action. Within four days they were serving almost two thousand of these children with milk and other food. They began to supply milk every day to twenty-five hundred school children. Volunteers used their cars to take the food from the supply room to the schools.... After one month the children who were getting milk were examined. Their weight had gone up, their school work improved, they had new vitality. Then the women began to help dress the children who needed clothes, and they started eighteen clinics for pre-school children, gave milk and cod liver oil to five hundred undernourished babies

DR. HOWE:

There's inspiration for us all - - - Give us more of it....

MRS. DOGGETT:

There's Gallup, New Mexico. Three hundred and thirty-three undernourished children there, who are ten percent underweight, get milk each day the women's club of Fairbury, Nebraska, has paid for 10,000 quarts of milk for undernourished babies during the past eight months..... A small town club in North Carolina canned 2,500 cans of soup mixture so that 20 colored schools out of 24 could serve hot lunches, and 1,500 cans for the white schools..... In Belvidere, Illinois, they not only give two hundred and eighty-one free lunches at school, and milk to all undernourished school children in the town, but besides that, certain women have gone in for a sort of "lunch-adoption" scheme - - they take some of the children into their homes for a warm lunch every day

DR. HOWE:

If our next generation were all in hands like those, we wouldn't have to worry about their start in life. If a town is small, it is especially lucky to have women like that in it because the smaller the community, the less likely

it is to have any organized responsibility for child welfare. Sometimes I think the poorest tenement child gets a better break in some ways than the country child.

MRS. DOGGETT:

How is that, Dr. Howe? What do the cities do about it?

DR. HOWE:

Different cities go at it different ways, mostly depending on the school system, and how the relief funds are allocated.

MRS. DOGGETT:

I've known some teachers who actually fed their own pupils. I imagine they just couldn't bear to see the youngsters coming in hungry.

DR. HOWE:

I know... In New York the teachers who have charge of providing lunches get on the job at six in the morning --- and sometimes as early as three-thirty in the morning!

MRS. DOGGETT:

I think it's terribly unfair for teachers to have to take care of this. Imagine them -- not making any too much money themselves -- if they get paid at all --- working so close, day after day, to all this misery --- feeling the responsibility hanging over them all the time -- They must get so they feel like criminals when they spend a cent on their own food.

DR. HOWE:

It's bad medicine, --- having to watch the effects on the children's spirits and their happiness -- not to mention their health.

MRS. DOGGETT:

I've heard of cases where children actually fainted in school -- just from hunger.

DR. HOWE:

Imagine disciplining those children for not being able to concentrate on their lessons -- and marking them for "Department"! ---- In Philadelphia they found that a good many children came to school without any breakfast. So for one winter they gave 8,300 breakfasts every day.

MRS. DOGGETT:

Who supported that?

DR. HOWE:

At first it was done on voluntary contributions -- probably a good part

from teachers --- and then the City Welfare Association saw what a good work it was and granted them up to \$5,000 a month for it.

MRS. DOGGETT:

I think a lot of good things have been started that way, Dr. Howe. Just by plunging into it with a little money but lots of ingenuity and lots of faith --- and then when you've shown the value of the work you can get help from organized agencies.

DR. HOWE:

That's exactly the idea. It would be a good rule to remember: Never be afraid to start any good thing -- even when you don't know how long you can keep it up.

MRS. DOGGETT:

Is that the way it was done here in Washington? I noticed in the papers that 6,000 children are coming to school in their Easter vacation to get the free lunches here.

DR. HOWE:

This is how it started: A bunch of lively women with a keen sense of responsibility began collecting and organizing. When they had things rolling, the city government got interested and began to foot the bill with relief funds. And when the Surplus Relief Corporation began untying knots and cutting corners in distribution -- making these so-called "surplus" foods available where they were needed --- when things began to swing into a pretty satisfactory phase.

MRS. DOGGETT:

How should one go about getting this "surplus" food?

DR. HOWE:

By calling up the local relief administrator. If there are any of these supplies available, they will be distributed through his office. I think it is the policy to give school children the first call on them.

MRS. DOGGETT:

Dr. Howe, couldn't you give us Washington's plan in detail?

DR. HOWE:

Well, to begin with, Washington has certain difficulties that are probably different from the ones some cities labor under. The schools are scattered, and they haven't any kitchens in them for the most part.

At first the food was supplied by contract with a private firm. But then a kitchen had to be organized in an unused school building to use the "surplus" butter, cheese, eggs, meats, and so on. CWA workers were drafted to make sandwiches, sterilize the equipment, and prepare the day's hot dish.

MRS. DOGGETT:

What do they serve the children for lunch?

DR. HOWE:

Well, a "surplus" orange, sandwiches, and ... the first essential is milk, of course. It is safe to say that for a great many children this is the only milk they get in the day.

MRS. DOGGETT:

How much milk do they get?

DR. HOWE:

Half a pint, now.

MRS. DOGGETT:

Children need more milk than that, don't they?

DR. HOWE:

They certainly do. A quart a day is the rule, and nutrition experts don't like to sponsor any quota under a pint and a half.

MRS. DOGGETT:

Are there many children who are getting only that half pint of milk, Dr. Howe?

DR. HOWE:

A great many never get any milk. But that's too big a question to answer off hand. We are getting the actual figures on how much milk children are drinking in this country right now, by a thorough nation-wide survey which the Secretary of Agriculture has directed my office to make. Next week I'll tell you all about it.

MRS. DOGGETT:

I think we'll all watch for that, Dr. Howe.

DR. HOWE:

One way to help get enough milk into the diet is recommended by Dr. Stanley of our Bureau of Home Economics. That is to use dried skim milk in bread, and cereal, gravies, cream sauces, and in general cooking. It has practically all the value of fresh skim milk -- all the bone-building calcium and phosphorus and Vitamin G that are found in fresh whole milk. Any milk that can be added that way is just so much to the good. Dr. Stanley has worked out a bread formula that uses it.

MRS. DOGGETT:

Can other cities get this bread formula?

DR. HOWE:

Yes, by writing to the Bureau of Home Economics, Department of Agriculture. (I've eaten the bread myself and it really is a grand flavorsome bread.) It is possible often to get the baker who sells the bread for the school sandwiches to use this formula. We have tried it in Washington, and hope soon to make it the regular order of the day.

MRS. DOGGETT:

Let's see.. You say the Washington school children get 1/2 pint milk, one orange, sandwiches ----

DR. HOWE:

With the sandwiches comes a hot dish. One day it will be Irish stew, next day an ensemble of lima beans and ham. Another day, tomato and rice soup, or split pea soup. They do their best for variety to coax appetites that haven't had proper training.

MRS. DOGGETT:

Do these children who get free lunches feel -- well, sort of set apart and shamed -- that charity feeling?

DR. HOWE:

The teachers do their best to make it a gay festive occasion. I went around to visit one of the schools near the Department of Agriculture one noon, and I was delighted at the atmosphere. That shabby little basement where they serve the youngsters was the cheeriest, jolliest place I'd been in all day. Even the janitor was having fun, taking tickets and inspecting clean hands at the door... In many cities they feed all the children together, and no one-- not even the children themselves--- know which ones are eating as guests of the city or the school, and which ones have had a nickel or dime paid for them by their parents.

MRS. DOGGETT:

That isn't very much. Can they get a decent lunch for ten cents?

DR. HOWE:

Ten cents buys an expensive lunch according to the average we've had reports on. Take Atlanta, Georgia, for instance. The Home Economics Department of Fulton County has done a grand workmanlike job down there. They have records which are so detailed that they should be very valuable for any other community. They publish a bulletin for just this purpose. In that they give sample menus and recipes for serving fifty children. The cost of each ingredient is given, and the cost per serving is figured out. For instance, one serving of vegetable

soup costs 1 1/2 cents, boiled custard is 2 cents - and so on....

MRS. DOGGETT:

What a little bit to pay for children's health!... I don't see how any community has any excuse for not giving it to them.

DR. HOWE:

One of the marvelous things about it is that the profits on the investment come rolling right in. From the reports we get, it seems the children begin to show the effects of a good lunch within a matter of days. Their school work picks up, their eyes begin to shine again, their legs get huskier - - - and they begin to behave better..... I don't know of any endeavor where you get such a satisfactory return for your work.

MRS. DOGGETT:

That sounds like a job no woman in any community can overlook. It is peculiarly her own, somehow. Thank you, Dr. Howe, I think you've given us a wonderful start at a wonderful job.

DR. HOWE:

Just a minute. I'm not through yet. I want to go over some of those points again. Number one is: Start right in whether you know how long you can keep up, or not. Next, get all the organizations of your town behind you. Look into the matter of relief funds and surplus Relief Corporation food. Use all the possibilities in your own situation. If the school has no kitchen, but is near a church that has a kitchen, try to get the use of that. Try to get unemployed people to do the work, but if you can't get the money for that, try to enlist the help of different mothers, in turn. Get a dietitian to help you plan meals, or send to your state agricultural college for their help, or to the Bureau of Home Economics of the Department of Agriculture, which will be glad to send you information on school lunches - - - and I'm not going to stop talking without reminding you again - - - and I can't put it too strong....please get on the job right now. We can't afford - the country can't afford - to have empty stomachs in our schools one more day!

ANNOUNCER:

With that emphatic appeal to give a new deal to our undernourished citizens of tomorrow, Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, and Mrs. Josephine Junkin Doggett, Director of Research and Club Service of the General Federation of Women's Clubs, leave you until next Thursday at this same hour, when Dr. Howe will have an important announcement to make on the new work he is doing to learn what the depression has done to our young milk drinkers.

That announcement will deal with the first nation-wide study ever attempted to get the facts on milk consumption by children. Dr. Howe has been directed to undertake this survey by the Secretary of Agriculture, Henry A. Wallace, at the request of representatives of twelve leading national women's organizations.

The plan of the survey is to learn, with the help of women's organizations and school superintendents in fifty typical cities of the country, the concrete details of how much milk is being consumed by those who need it most pre-school children - school children - and families receiving relief...

The women of the organization who presented the petition to the Secretary of Agriculture feel that the facts obtained in such a survey are vital to the solution of the milk problem, and that it will arouse the widest interest of the women of the United States.....

Supporters of Dr. Howe in his survey of milk consumption are these women's organizations: The General Federation of Women's Clubs - the American Nurses' Association - the American Women's Hospital Association - the National Association of Colored Women - the National Education Association - the National Council of Jewish Women - the National Congress of Parents and Teachers - the National League of Women Voters - the National Women's Christian Temperance Union - Business and Professional Women - National Women's Trade Union League..... These organizations have promised their cooperation to Dr. Howe's undertaking.....

Dr. Howe will give you the details next week of the plan to distribute questionnaires through the superintendents of schools, and by house-to-house canvasses of women directed by central committees in each city of the cooperating women's organizations.....

*****Next week's program will be another of the series of interviews between Dr. Howe and a representative of the General Federation of Women's Clubs, under the auspices of the National Broadcasting Company.....

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The second of the things is to have the right of association...
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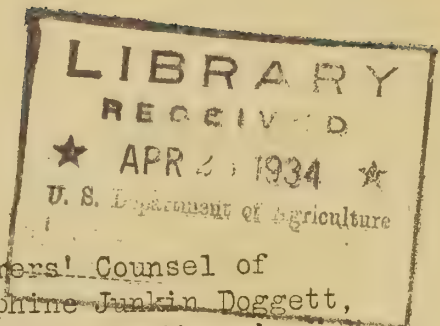
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THE END

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GETTING THE FACTS ABOUT CHILDREN'S

MILK DRINKING



A radio interview between Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, and Mrs. Josephine Junkin Doggett, Director of Research and Club Service of the General Federation of Women's Clubs, broadcast April 12, 5 P.M., E.S.T., by N B C and a network of associated stations.

ANNOUNCER:

Today Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, is going to tell more about what he started to announce last week in his interview with Mrs. Josephine Junkin Doggett, Director of Research and Club Service of the General Federation of Women's Clubs. His announcement told of the new assignment given him by the Secretary of Agriculture -- to make a rapid, nation-wide survey of milk drinking by children. Today he will tell us more about this vital task. Mrs. Doggett is ready to put to him the questions that the women of the country will want to ask.

MRS. DOGGETT:

I'm so eager to hear every detail of this important survey, Dr. Howe, that I'm going to suggest that we don't waste any time getting down to brass tacks. I'd like to start right in and get clear on what we know of your survey. You stop me if I'm wrong. To begin with, you are getting the figures on the amount of milk now being drunk by the children in fifty middle-sized cities in the country -- one in each state.

DR. HOWE:

Right.

MRS. DOGGETT:

And since it was at the request of twelve national women's organizations that the Secretary of Agriculture directed you to make this survey, you have asked women's club members in each of these cities to act as committees and help conduct the survey.

DR. HOWE:

That's right -- and before we go any further, I want to thank your General Federation of Women's Clubs for the grand support you have given me. Your national president, Mrs. Grace Morrison Poole, got right on the job and helped us enlist our committee chairmen in each city.

MRS. DOGGETT:

As I understand it, these committee members will take charge of covering three representative school districts in each city -- school districts picked for their typical financial condition. These women, in cooperation with the school superintendent, will circulate questionnaires, make house-to-house canvasses, and, after studying the information gathered, will return it to your office for analysis.

DR. HOWE:

That's right You know, I've had this subject close to my heart for a long time. I've felt that this is just about the biggest consumer problem we have to solve.

MRS. DOGGETT:

Certainly it is a big one. Milk is so fundamental in everybody's life ... I'm curious to know what impressed the importance of the milk problem on you....

DR. HOWE:

Many things - - - One of them was the statement of some witness on the stand at a hearing in Chicago. She stated that 100,000 babies in Chicago were not getting any milk

MRS. DOGGETT:

One - hundred - thousand!!

DR. HOWE:

That's what she said..... I don't know what she based her figures on, and it may be exaggerated - - - but that's what she said on the stand.

MRS. DOGGETT:

Well, even if it were exaggerated - - if it were only half that number - - 50,000 babies without milk would be enough to set anybody thinking.

DR. HOWE:

What happens to babies when they don't get milk?

MRS. DOGGETT:

Why, Dr. Howe - - I don't know - - babies have to have milk. That's what they live on. If they don't get it - - well - - I don't like to think what happens to them.....

DR. HOWE:

Nobody likes to think about it. Nobody does think about it, either - - if it can be avoided. But the time has come when we've got to think about it.... and think about it officially.

MRS. DOGGETT:

That's what your milk survey will be, isn't it, Dr. Howe - - a sort of official eye-opener on this human problem?

DR. HOWE:

Yes - - the Secretary of Agriculture has given us the task of finding

out and putting down in black and white exactly how much milk is being drunk by children right now . . . so that the people who must lead us out of this trouble can make use of these facts in determining which direction to go.

You've probably read a good deal about the milk plans being worked out in the Department of Agriculture - to solve this problem from the point of view of the dairy farmers For three years now, dairymen have been producing milk at prices which have brought severe hardships to their families and farm businesses.

MRS. DOGGETT:

I suppose the dairyman is in trouble because the people can't afford to buy milk?

DR. HOWE:

Yes, he's in trouble because industrialists in the cities shut down their factories to avoid over-production of their products. The dairy farmer is immediately saddled with an over-production of his product - because the factory workers can't afford to buy milk any more.

Now, isn't it just as much the responsibility of the industrialist who shuts down his factory - - to feed these children of his unemployed workers - as it is of the farmer? Really, I don't think it is the moral responsibility of the nation's dairymen - - or any other one group - - to bear, without help, the burden of providing dairy products to consumers who aren't able to pay a fair price for them. Society as a whole must recognize this problem of providing adequate milk supplies to children who need them.

MRS. DOGGETT:

Let's begin at the beginning. Let's start with all the reasons why people don't have milk. Isn't it always because they can't afford it?

DR. HOWE:

Well, we'll have better indications in a couple of weeks Right now we feel that no other reason really stacks up against that one - - the one the economists call "lack of purchasing power". But there are other reasons, besides. Some people don't know how important milk is to their children - - or at least they don't realize that it must come absolutely first on the food list for the family. That the less money the family spends for food, the more of that money they should spend on milk For instance, I remember a letter we got in our office after one broadcast - from a mother with two little girls. They hadn't had milk for two years. Neither of the little girls were getting any place in school, she wrote. One of them was not even strong enough to go to school, according to the doctor who diagnosed her case as "incipient tuberculosis". The doctor told the mother to give the child at least a quart of milk a day and plenty of green vegetables and fruit The mother wrote that she was sure the child's condition was due to malnutrition because there never had been any tuberculosis in the family yet the mother said she could not afford to give the children milk to drink - - and the family's income was \$20.00 a week.

MRS. DOGGETT:

Well, it would be a hard job - - on \$20. a week, Dr. Howe, At 13 cents a quart, the price we pay in Washington for Grade A milk - - it would take - let's see - \$1.82 a week, - - - nearly ten percent of their income just to give the two little girls that one item.

DR. HOWE:

That's true I'm not saying it would be easy. I only say it is the first ten percent to spend. In her case, it is possible to get the barest essentials of life But, unfortunately, \$20 a week begins to seem like a big income compared to the amount which thousands of our mothers right now must stretch to cover family needs - - including milk. I wish you could see just one day's mail that comes in to any of the Government's emergency agencies - from people so desperate they are writing to anyone . . . everyone. . . in the hope of getting some straw of encouragement. I borrowed a few letters today - - just to give you an idea

MRS. DOGGETT:

If we are going to open our eyes and face these things, we can start with those letters, Dr. Howe.

DR. HOWE:

You can see from this one, for instance, that it isn't information the mother lacks: She writes:

"I have four children ranging from twelve to five years. About two years ago my son lost his health from malnutrition and pneumonia which he had twice in one year. He developed a general weakening of body muscles and bones" She goes on to describe the intelligent measures she took to get care and treatment for her son, tells of corrective shoes that he was fitted with, free of charge..... Then her oldest child developed the same trouble and was, also given corrective shoes . . . "But", she says, "lately I have been told that diet has been a big factor in their past lives and will play a bigger part in their future health. What good are corrective shoes for my children without proper food? I have never been able to get milk for any of them." She goes on to describe her struggles of the past four years since 1930, when she has had to depend on relief of from \$3.50 to \$4.00 a week. There are thousands of letters like that every day.....

MRS. DOGGETT:

People are so patient!..... But no amount of patience on the part of parents is going to take the place of milk in their children's diet.

DR. HOWE:

No..... And just so long as they are not getting enough milk we can be sure that rickets, and tuberculosis, and these other diseases that follow along with malnutrition, are going to creep steadily ahead, getting a stronger and stronger grip on the next generation.

MRS. DOGGETT:

Well, Dr. Howe, I know it's asked so often these days that it sounds silly to ask it again, but why must children go without milk, when we hear about a "milk surplus"?

DR. HOWE:

That's a big question, Mrs. Doggett. People can ask it until they get tired - - - and, still, until we get an answer to the question we won't even be started on the road to recovery.

MRS. DOGGETT:

Well?

DR. HOWE:

Well, in the first place, in our national set-up, a "surplus" does not mean too much of anything - - if we could use it all. It may be something that people need badly. What this kind of surplus means, is --- too much of something to be sold at a price that will make it profitable to sell it.

MRS. DOGGETT:

Why can't society - - why can't we who are better off - - step in and take the "surplus" milk off the farmers' hands and give it to the people who need it?

DR. HOWE:

That sounds like the natural and obvious way out, doesn't it? But, however we plan to do this necessary thing - - when we find out the actual facts on how many children are really without milk - - at least we will have some definite figures for the use of the leaders whose job it is to figure out ways of eliminating these faults in our technique of getting the things we have plenty of, into the hands of the people who need them

MRS. DOGGETT:

Have you any idea how many people are not getting enough milk, Dr. Howe?

DR. HOWE:

We're convinced, by the evidence all around us - and by figures we have - that the under-consumption is pretty serious..... We know, for instance, that in 1932 people consumed just under a pint apiece a day - - but, that is an average, remember. That takes in all the grown people who had more than they actually needed, including whipped cream, cream suaces, cream and milk in cooking, cheese and other milk products, (except butter). It averaged them in with the children who should have had a quart of milk a day.

MRS. DOGGETT:

So that, to get an average of one pint for every person who drinks a quart a day, there must be one person who drinks none at all, or two people who drink half a pint each

DR. HOWE:

That's right Averages smooth out a lot of differences -- make conditions look a lot better than they really are. Things wouldn't be nearly so bad if everybody did get that nine-tenths of a pint of milk each day though an adequate diet for everybody would bring consumption up to an average of four-fifths of a quart per person per day.

MRS. DOGGETT:

If people drank all they needed of milk, we wouldn't have to worry about a "milk surplus", would we?

DR. HOWE:

No on the contrary that's not the half of it. The fact is that -- according to the figures of one of our Triple-A assistant administrators -- we don't even produce enough to give us that four-fifths of a quart a day let alone buy enough. Dr. Tolley tells us that although we have a record "cow population" 26 million cows right now, we would have to have 15 million more cows to give everybody an "adequate diet".

MRS. DOGGETT:

Then there would be no milk surplus if we could get it into the mouths of the people who need it?

DR. HOWE:

That's a big "if", Mrs. Doggett. The milk is "surplus" as long as it can't be bought.

MRS. DOGGETT:

Well, if getting the facts is going to help, I'm sure that not just our club women, but every woman in the country will want to help you make your survey. Can we all help, Dr. Howe?

DR. HOWE:

You bet you can..... Every woman can get in touch with her club officers or with her local school superintendent, and see if she lives in one of the fifty cities we are covering. If she does, she can work with them and cover certain definite territory in the school district, even if it is just her block -- to be sure that every child under sixteen is accounted for, and a questionnaire filled out for every family.

- 1 -

MRS. DOGGETT:

Dr. Howe, I've seen copies of the questionnaires that you are using to get information. I think they are fine. I think it would be helpful if every woman could have them so that she could check up on her own community's situation, even if she doesn't happen to be in one of the districts covered.

DR. HOWE:

We'll be glad to send copies of the questionnaires to anybody who writes in to my office. Address: "Consumers' Counsel, Agricultural Adjustment Administration, Washington, D. C."

MRS. DOGGETT:

Couldn't you read the questionnaire today? Give us time to get pencil and paper and take down the questions.

DR. HOWE:

I'll be glad to. There are different questionnaires for other purposes, but I'll read the one that applies to the individual family consumption.

MRS. DOGGETT:

Read it slowly, Dr. Howe - - if you please.

DR. HOWE:

Everybody ready? - - - Here goes:

Question number one is: "How many members of your household, including boarders and servants, are regularly served with meals in your home?" Question number two is: "How much did you spend for food last week?" Question number three of the questionnaire is: "How many members of your household group are - - -

- (a) Under five years old?
- (b) Five years old, but under sixteen years?
- (c) How many children between five and sixteen are in school?"

Those were the first three questions of the family questionnaire on milk drinking. The next is:

Number four: Please fill out the following:

- (a) the number of quarts of milk purchased last week,
- (b) the number of pounds of butter purchased last week,
- (c) the number of pints of heavy cream, - - pints of medium cream, - - and pints of light cream purchased last week.

Marked "d", still on the fourth question of the milk survey questionnaire is the question: "How many cans of evaporated or condensed milk did you purchase last week - - small cans - - and large cans?"

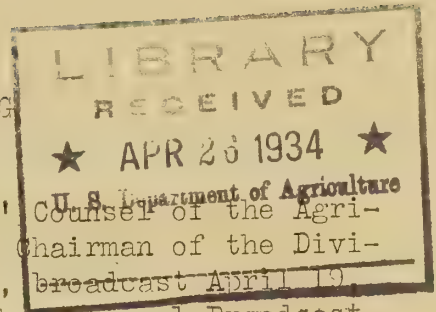
Number five on the milk survey questionnaire is to fill out blank spaces under the general title, "In addition to this you received from other sources (not reported above) . . . so many quarts of fresh milk; so many pounds of butter . . . so many pounds of cheese . . . so many pounds of evaporated milk . . . so many pounds of condensed milk . . .".

And, the last question is important. No names will be used, remember... The last question is: "Your family income is about how many dollars per week?" We have to know that in order to get some idea of how much milk drinking depends on the income of the family.

ANNOUNCER:

And so with this plan ahead for women to get busy on the question of whether their school children are getting enough milk, Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, and Mrs. Josephine Junkin Doggett, Director of Research and Club Service of the General Federation of Women's Clubs, leave you until next week at this same hour when Dr. Howe will tell about America's new experiment in subsistence farming, showing how to combine city jobs with country living. Today's interview of their series has come to you from Washington, by the National Broadcasting Company.

* * * * *



A radio interview between Dr. Fred C. Howe, Consumers' cultural Adjustment Administration, and Mrs. Clarence Fraim, Chairman of the Division of Industry, of the General Federation of Women's Clubs, broadcast April 19, 5 P.M., E. S. T., over a network of associated stations of the National Broadcasting Company.

ANNOUNCER:

Today, in the weekly broadcast of the General Federation of Women's Clubs, we are going to listen to the story of an experiment in American living. It is an experiment we have heard and read about, but many false impressions have resulted, so today Dr. Fred C. Howe proposes to straighten out some of the confusions and clear up the misunderstandings. Naturally, as Consumers' Counsel of the Agricultural Adjustment Administration, Dr. Howe has an intimate acquaintance with the point and purpose of this project, with its sharp application to both the consuming and the farming public. Today, Dr. Howe will break down to its essentials this subject, called subsistence homesteading.

Mrs. Clarence Fraim, Chairman of the Division of Industry, of the General Federation of Women's Clubs, will ask the questions all forward-looking women of the country will want to have answered.

MRS. FRAIM:

Dr. Howe, if it's true that there has been so much misunderstanding, I'm not so sure whether I'm entirely clear myself. So, let's make an example of me. Now, suppose I am anxious to go in for subsistence homesteading. How do I go about getting Uncle Sam to back me?

DR. HOWE:

Well, that depends Do you mean you want a unit of one of those Federal subsistence homestead projects -- the one at Reedsville, West Virginia, for instance -- the one Mrs. Roosevelt is interested in?

MRS. FRAIM:

That's the only kind I've read about in the papers. I didn't know there were any other kind.

DR. HOWE:

That's one of the mix-ups I want to untangle. The Reedsville project is just one experiment in one type of subsistence community.

MRS. FRAIM:

What is subsistence homesteading then?

(over)

DR. HOWE:

Well, the idea is in the word "subsistence". It means getting part of your living from the land you're living on.

MRS. FRAIM:

Isn't that just the same as the ordinary farmer?

DR. HOWE:

Not at all. The farmer raises a crop to sell. Our subsistence homesteader raises only part of what his family eats. He doesn't compete with the farmer. In fact, even the farmer has had to learn to do subsistence farming himself. The Federal and State Extension Service have been promoting for quite a while a "Live at home" program. Their slogan is - "a cow, a sow, a hen" for every family There are a million farmers in the South who haven't a cow, and even the prosperous farmer has been specializing. Maybe all his acres are in cotton. His family doesn't eat that cotton. Lots of farms never grow so much as a carrot or a potato for the family living. That kind of farmer is a business man who buys his family's living with the cash income from his business of growing corn.

MRS. FRAIM:

Then if he doesn't get cash for that -- or enough cash -- his family is out of luck, isn't it?

DR. HOWE:

That's right. He's in the same boat with the worker who gets laid off, or is over-aged, or works in a factory that runs in certain seasons. One possible answer to all their problems may turn out to be the same -- a subsistence farm that provides a good living for the family first of all -- independent of how the cash income is achieved.

MRS. FRAIM:

So that's what "subsistence" really means -- independence. I wish they had called it that. Subsistence has such a dreary sound -- it gives me a feeling of a cramped and skimpy sort of existence.

DR. HOWE:

Yes, independence would have been a happier word. But in spite of its bad start, the word subsistence is beginning to suggest a meaning that isn't drab and dreary at all -- it's beginning to smell of spring garden earth, and fruit blossoms, and sun-ripened tomatoes, . . . and cellars full of jars of fruit and vegetables, and chicken.....

MRS. FRAIM:

Dr. Howe, you are getting so lyrical ---it reminds me that you didn't answer my question about how to get a Subsistence Homestead.

DR. HOWE:

Well, first of all, you should represent a really significant problem..... You must remember that this is an experiment. It cannot be expected to make any real inroads against the gigantic problems it's working on -- it's only meant to be a testing laboratory to work out the best methods, to demonstrate possibilities of a new way of living which might solve certain definite and very pressing problems of millions of people whose problems have got to be solved some way.

MRS. FRAIM:

Millions of people? Do you mean the people President Roosevelt was talking about when he said that even if we got industry running at speed again, there would still be five million unemployed?

DR. HOWE:

Some people put the figure even higher. Naturally that will tend to shorten hours and spread work among more people. The part-time workers in large industrial cities are the first group of four groups of people who will come into a happier life if we can make subsistence homesteading the rule of the day.

MRS. FRAIM:

Let's take the first group first. That's the part-time workers in big industrial cities. How can they live on subsistence homesteads?

DR. HOWE:

Well, the idea is to have the homesteads -- about an acre of land apiece -- right on the outskirts of the city -- within easy commuting distance of their jobs. Then the factory workers -- and the white collar workers, too -- will be helped to buy these homesteads where they can raise part of their food supply.

MRS. FRAIM:

That's just like living in the suburbs, isn't it?

DR. HOWE:

Exactly, except that when we think of suburbanites, we think of people pretty well fixed. Subsistence homesteads give the same privilege to the families who need it a great deal more -- families who have simply got to take care of their food budget some way and their part-time wages are not enough to do it.

MRS. FRAIM:

Maybe, some time, people won't have to work in big cities. What's all this we hear about "decentralization of industry"?

DR. HOWE:

That's one idea they are trying to demonstrate. That gets us into the second group of people subsistence homesteads would help ---- Those are the

factory and white collar workers in places like southern cotton mill towns with one chief industry . . . or some of the towns in the middle west where there are just a couple of ~~packing or canning plants~~.

MRS. FRAIM:

It must be a good deal easier to buy land near those towns than near the large cities. I've heard of places where the real estate people do their best to block this program by finding out where the government is planning to select land . . . and buying it up and holding it for a terrific price. I think that's frightfully unpatriotic if it's true.

DR. HOWE:

It's true, I'm afraidbut, of course, the problem is not so serious near the small towns. They can get a bigger piece of ground there for the homesteaders, so they can raise their standard of living even higher by having practically all the cash they earn to spend for other things than food -- things they've never been able to buy before.

MRS. FRAIM:

That ought to be good for the manufacturers who make all those luxuries.

DR. HOWE:

Right.....but, we'll have to hurry if we cover the other two groups of people they're establishing homesteads for One is the so-called "stranded" population - - - -

MRS. FRAIM:

"Stranded"! . . . what do you mean . . . "stranded"!

DR. HOWE:

That's the regular word they use for the great big sections of people whose livelihoods have completely disappeared, leaving them high and dry..... For instance, take the two hundred and forty-thousand miners, who'll never have a chance to dig coal again. The project at Reedsville, West Virginia is a laboratory for their problem.

MRS. FRAIM:

That seems almost a hopeless situation. What in the world can be done for those people?

DR. HOWE:

All they can do is to try out ways of getting the answer. They demonstrate part-time agriculture and part-time work for income. The subsistence homestead people can't establish the industries - - but they do their best to encourage private industry to see the good business of locating in some of their sections.

MRS. FRAM:

Then the government doesn't actually give jobs to these people?..... I'd heard they did.

DR. HOWE:

That's not the idea. The idea is to help people get subsistence homesteadsnot to give jobs. Most of the homesteaders will already have jobs in nearby industries or offices. One very nice exception, though, is where the project is near national forests where the homesteaders - - - already experienced in their native woods - - - can get employment and earn the cash they need to go with their land living.

MRS. FRAM:

That cleans up three of your four groups - - what is the other one?

DR. HOWE:

That's the "submarginal" farmers

MRS. FRAM:

I'm ashamed to ask you - - but just exactly what are "submarginal" farms?

DR. HOWE:

"Sub-marginal" farms are farms comprising land that is worn-out, or ruined by wind and washing away - - or is rocky, or just plain poor soil,that is, below the margin line between profitable land and land that can only be farmed at a loss. I have a letter here that will show you better than I can describe it - the picture of thousands of these farms in different plights, but all with the same real problem

MRS. FRAM:

Let's hear the letter, Dr. Howe.

DR. HOWE:

This is from a youngster: "I'm a boy of sixteen years," he writes. "And a member of a family of 12 children. My father is very poor and it's hard to take care of the family. My father hasn't always been a poor man, but in 1922 our home land was flooded by the rampage of the Illinois river. We lost everything we possessed, then the water subsided, leaving us all in a bad condition."

I'm still quoting from his letter:

"We were able to plant corn in the spring of 1923 and reap a small crop enabling us to get a start. Daddy plugged along 'til 1926 getting back on his feet; then the rainfall was so heavy the river run on a rampage taking all his belongings down to ruination"

The boy goes on to say:

"Since that time we all worked to hold the family together and go to school, but now things are so tough we cannot seem to manage. We never before asked for help but now we can't do anything other than ask. With seven children in school and dad out of work, we don't get enough to eat and clothes to wear....."

He asks:

"Could you suggest a way or help us to get on a small farm and start at the bottom of the ladder, earning an honest living? Without dad knowing I wrote you about this matter?"

MRS. FRAM:

Such a game spirit -- it seems terrible that all that courage has to be defeated by conditions they can't possibly control!

DR. HOWE:

Yes, and they're just one family among thousands in the same situation with the details changed here and there. President Roosevelt's policies all look to correcting that as fast as possible in a broad program of land planning.....but the Federal Subsistence Homesteads Corporation is working on one angle of showing how.

MRS. FRAM:

For instance.....

DR. HOWE:

Well, take the project in Northern Georgia, for instance.....\$1,000,000 allocated to that project by the Federal Subsistence Homesteads Corporation makes it possible for 500 families to move from poor worthless farms onto better land. On their old farms they tried to make a living by producing cotton. On their subsistence homesteads they will produce a variety of crops and, first of all, supply food for their own table. Their old sub-marginal farms will be bought and turned into forest or recreation areas for which they are much more suited. This is directly in line with President Roosevelt's policy of putting land to its best use and conserving the country's natural resources.

MRS. FRAM:

That sounds like real hope for the future..... Now tell me! Does the government, in subsistence homestead projects, lend money directly to individuals so that they can buy land, build houses wherever they like?

DR. HOWE:

No.....Remember, the idea is to experiment and demonstrate the possibilities -- so the funds must be used to develop only carefully selected projects which will demonstrate as many different angles of the subsistence homestead plan as possible. The people who are chosen to receive subsistence homesteads actually

do get a loan from the government -- but it is in the form of a subsistence homestead in one of the established projects.

MRS. FRAIM:

You say the homesteaders are chosen..... What do you mean by that?

DR. HOWE:

Well - many are called - but few are chosen. The entrance requirements are pretty stiff. You see, to make a proper test, you have to begin with the right material. In the different types of experiment they look for different qualifications.....but the one qualification they always look for is the determination to make use of advantages. The applicants have to prove by their past records that they are eager to work and give their children a good start in life. Couples with young children are preferred - by the way. And they should have some knowledge of farming, and wish to live close to the soil.....

MRS. FRAIM:

I think any family with a real desire to make a living from the soil has a right to the chance. I think the Federal Subsistence Homesteads Corporation should lead the way to a new kind of relief that would build up permanent independence.

DR. HOWE:

You've hit right on the idea of the new Federal Relief program. In their "rural rehabilitation" scheme they plan to do exactly that. They feel it is a better investment to lend -- not give -- equipment and supplies until the family has a chance to get on its feet..... than to dole out charity to them.

MRS. FRAIM:

And what a difference from the family's point of view. They have a chance to get back self-respect, to build up a real future. I think if the subsistence homesteads division has nothing else to show for its investment than this one relief scheme, it would be worth the money.

DR. HOWE:

Yes, I wish I had time to go into the story of how the relief is working. In another broadcast I will But, speaking of investment - I want to remind you that that \$25,000,000 is a revolving fund. It's not sunk forever, when it is loaned. As the people begin to make their payments, the fund starts to revolve back toward the Treasury. From there it will go out again for other subsistence homesteads.

MRS. FRAIM:

And the homesteads . . . What are they like?

DR. HOWE:

They're remarkably attractive . . . designed by architects genuinely interested in the problem of working out artistically good, soundly-built, low-cost housing. You know - there is a great need for this. The housing conditions in many places are shocking. There is no reason why small inexpensive houses should look cheap or be badly constructed..... The homesteads are designed so that the homesteaders can do a good deal of the building themselves. They are full of ingenious tricks of livability adapted to the native environment - made of native materials - with an especially native type of beauty of their own . . . And the cost is usually not much more than \$2,000!

MRS. FRAIM:

That's a real contribution to living, Dr. Howe. It makes me feel more encouraged in these dark days. I think you have inspired all of the women who have been listening today with the same feeling of hope.

DR. HOWE:

Forgive me if I speak again about our milk survey. I feel it is terrifically important that we learn definitely how much of the fundamentals of health our children are getting. I want to urge upon you again . . . please go after the facts in your community as to how much milk your children are drinking. Remember, tomorrow's citizens are at stake, and it's harder to fight an enemy in the dark.....

ANNOUNCER:

This closes another fine interview in which Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, has given us the inside story of a recovery plan important to the country's welfare. Questioning him today was Mrs. Clarence Fraim, Chairman of the Division of Industry of the General Federation of Women's Clubs. Next week at this same hour Dr. Howe and Mrs. Josephine Junkin Doggett, Director of Research and Club Service of the General Federation of Women's Clubs, will bring you a thrilling story of community canning centers to feed the hungry. This program has come to you from Washington, by the National Broadcasting Company.



THE FIRST YEAR OF THE CONSUMERS' COUNSEL

A radio program between Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, and Miss Julia K. Jaffray, Chairman of the Department of Public Welfare of the General Federation of Women's Clubs, broadcast Thursday, May 17, 1934, at 5 p.m. E.S.T., over a network of associated N.B.C. stations.

--ooOoo--

ANNOUNCER:

We now present another in our weekly series of interviews between Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, and Miss Julia K. Jaffray, Chairman of the Department of Public Welfare of the General Federation of Women's Clubs. Today's program is in the nature of a celebration. The office of the Consumers' Counsel is just about one year old. Doctor Howe, where's the birthday cake?

DR. HOWE:

Birthday cake? Is a birthday cake one of the "basically necessary" foods?

ANNOUNCER:

Of course.

DR. HOWE:

Then we'll look into that, just as soon as we are through with the milk survey, community relief canning, and lunches for school children. "Codes for birthday cakes." How about it, Miss Jaffray?

MISS JAFFRAY:

Yes and no. If you can suggest some sort of agreement by which the candles on a birthday cake never exceed sixteen, the women might approve.

DR. HOWE:

No, that wouldn't do at all. That's standardizing birthday cakes, and I'm not in favor of it. Take bread now -- that's a different matter. Bread is one of our basically necessary foods, like milk, and fruit and vegetables, and meat. But that belongs further down in my speech.

MISS JAFFRAY:

Doctor Howe, do you mean to say that you prepared a speech for this happy occasion?

DR. HOWE:

Yes, I did. I thought I'd review the first year's work of the Consumers' Counsel today, and I prepared a fine speech. Unfortunately, I lost my only copy on the way to the studio.

MISS JAFFRAY:

That's too bad. What were you planning to say?

DR. HOWE:

Well, I was planning to call attention to the fact that this is a new age, in which we are producing in abundance. We have solved one problem, that of producing all we need. The old fear of scarcity, of famine, hunger, is gone. It has taken us one million years to solve this problem -- the greatest job man ever undertook.

MISS JAFFRAY:

Doctor Howe, if it has taken us a million years to solve the problem of production, we shouldn't be discouraged if it takes a few months to complete some of our projects for helping the "gentle consumer".

DR. HOWE:

Remember that the "gentle consumer" is not so gentle and patient as he used to be. I don't think he'd wait another million years to get action.

MISS JAFFRAY:

(You mean he might lose his temper?)

DR. HOWE:

(He might.) As I said before, we are now producing abundant wealth. Wealth issues from the earth, from machines; everything man has dreamed of, has wanted. Formerly we had two problems equally serious -- production and distribution. Now one is more important -- the problem of getting our products more fairly and more widely distributed among our people and helping solve that problem is part of the job of the Consumers' Counsel. And so we have been trying to get the idea of the importance of the consumer before the public, to make the public use the word. We have been trying to instill the idea that the wealth we produce should be used. Also....that people have a right to get what they pay for. Miss Jaffray, if you go to the grocery store, and ask for a package of breakfast food, you have a right to know that you are getting a food correctly labeled, honestly weighed -- a clean, sanitary product.

MISS JAFFRAY:

I think I'd return the package, if I found I'd been fooled.

DR. HOWE:

I hope you would. And there are hundreds of consumers like you, who are learning that they have a right to honest goods. Fresh eggs should be fresh, and graded. A good many of our foods are graded. Butter is one of them. Only butter officially scoring 92 or more may be accompanied by a dated "certificate of quality" issued by authority of the United States Department of Agriculture.

MISS JAFFRAY:

I've bought American cheese that's graded.

DR. HOWE:

Yes, the Government maintains a grading service on cheese, too. Consumers are becoming more and more exacting. They want a 12-ounce loaf of bread that weighs 12 ounces; preserves that are unadulterated; packages that are filled to the top. The Consumers' Counsel is interested in widening the use of grades and standards; in letting the public know that there are grades and standards. And that the public can get business to sell by grade and standard -- if buyers insist. By getting industry to put more information on packages, the Consumers' Counsel is helping the housewife to buy more intelligently.

MISS JAFFRAY:

Doctor Howe, I should say that one of the important accomplishments of the Consumers' Counsel, during the first year, is educational work to widen the use of existing grades and standards.

DR. HOWE:

Yes, in listing the accomplishments of the past year, we shall certainly put that down. However, before we make a list of our accomplishments, we'd better explain that the Consumers' Counsel was established in conformity with the Agricultural Adjustment Act, and given the responsibility of watching over advances in consumer prices in relation to farm prices.

MISS JAFFRAY:

It was only fair, Doctor Howe, that the consumer received some protection -- some recognition -- in the recovery program for agriculture and industry.

DR. HOWE:

Yes, protecting the consumer was and is vital to recovery. Consumer interest needs a point of focus within the Government. The Consumers' Counsel provides that point of focus in the Agricultural Adjustment Administration.

Now let's continue with some of the things we have sought to accomplish during the first year. We have mentioned educational

work on existing grades and standards. Consumers have the support of the First Lady in asking for more information about the goods they buy. Mrs. Roosevelt said not long ago, "I think all goods sold to the public should be labeled as to their grade and quality. Without this the Consumer cannot know what he is buying."

MISS JAFFRAY:

Mrs. Roosevelt knows the plight of the consumer. Speaking of educational work, Doctor Howe, what about your work to speed up the relief of malnutrition? To my way of thinking, that's one of the most notable efforts of the Consumers' Counsel.

DR. HOWE:

Yes, we are trying to stimulate relief work so as to ward off hunger and benefit producers. As a result of the milk survey, we hope to find out just how much more milk children need. A great deal more than they're getting, in most places. We are urging the use of more fruits and vegetables, through school lunches in those cities where children do not get enough to eat at home.

MISS JAFFRAY:

Your publicity drive on behalf of community canning surely comes under the head of educational work on relief of malnutrition.

DR. HOWE:

You are quite right. The fruits and vegetables canned this summer, in community centers, will go a long way toward relieving malnutrition next winter.

The Consumers' Counsel is doing still another piece of educational work in acquainting the public with credit unions. Here again we are trying to help protect consumers, from extortionate interest charges. Last Thursday I spoke at length about credit unions, including them among the projects organized women can encourage for a Better America.

MISS JAFFRAY:

Doctor Howe, we've had many requests for more information about credit unions, school lunches, the milk survey, community canning, and the cooperative food markets.

DR. HOWE:

That's fine. The office of the Consumers' Counsel answers all such requests by sending the handbook we have just published, "Women's Part in a Better America." I should like to remind all women in our audience that the handbook is free. You can get it by writing to the Consumers' Counsel, Washington, D. C. If your organization is planning a convention, write us for copies for free distribution to your club members.

Now let's see -- We have talked about the educational work of the Consumers' Counsel in connection with giving out information on grades and standards, relief of malnutrition, and credit unions. We have not mentioned one of our most important jobs, which is the critical examination of marketing agreements and codes. In analyzing marketing agreements and codes, we have kept in mind that all agreements should increase the incomes of farmers, and that they should not put too heavy a burden on the consumer. We have helped consumers organize to present their interests at hearings on marketing agreements. This gives consumers, for the first time, some voice in the determination of prices, and an opportunity to help the farmer get a larger share of their dollars. (Miss Jaffray, you won't get a word in edgewise, if you don't stop me now and then.)

MISS JAFFRAY:

I'm very much interested in what you have to say about codes and marketing agreements. However, I have a word all ready to bring in edgewise, or rather upside-down. The word is pyramiding.

DR. HOWE:

Well, that brings in the processing tax. One of the most important duties of the Consumers' Counsel is to prevent pyramiding of the processing tax. To keep buyers and sellers from using the processing tax as a basis for profiteering on the ultimate consumer.

MISS JAFFRAY:

Didn't the processing tax on cotton cause a great deal of misunderstanding?

DR. HOWE:

That tax started quite a controversy. Just about the time the cotton processing tax went into effect, the prices of cotton work shirts, overalls, sheets, and so on went up considerably. Sometimes these increases were blamed on the processing tax. But the processing tax on cotton is less than five cents a pound on the weight of cotton in the manufactured goods -- in a cotton work shirt, a pair of overalls, or a sheet. A dealer couldn't honestly say that the price of a pair of overalls was increased more than eight cents because of the processing tax alone. We held a conference with various department store heads here in Washington. They agreed with us that the tax could not be blamed for major increases in price.

MISS JAFFRAY:

How much is the processing tax on a cotton work shirt?

DR. HOWE:

About a nickel on each shirt. Incidentally, the conference I mentioned resulted in a better understanding between retailers and the

public, and helped the public to know what was causing jumps in prices. The facts we brought out about the cotton processing tax helped to keep out profiteering in cotton goods.

MISS JAFFRAY:

And your publicity about the processing tax on wheat helped cut down profiteering on bread.

DR. HOWE:

Yes, we issued many releases on bread prices, showing that the wheat processing tax alone did not justify a big increase in the price of bread, since the tax amounted only to about half cent on a pound loaf.

MISS JAFFRAY:

I've read your articles in the Consumers' Guide about the cotton processing tax, and the wheat processing tax.

DR. HOWE:

One of the big achievements in our list of first-year accomplishments is the Consumers' Guide. It's a grown-up publication now, and a lively one.

MISS JAFFRAY:

How did it begin, Doctor Howe?

DR. HOWE:

As a small leaflet, giving the public some plain figures about a few foods, like bread and meats. These figures are collected for the Consumer's Guide by the Bureau of Labor Statistics.

MISS JAFFRAY:

You have certainly made statistics come to life. The circulation of the Consumers' Guide is now around 30,000, isn't it?

DR. HOWE:

Yes, and increasing all the time. The Consumers' Guide is published twice a month. It aims to give consumers a better understanding of changes in food prices. It helps them to buy wisely. Look through the lists of comparative prices, and you can see which way food prices are tending, and why.

MISS JAFFRAY:

I know many people who use the Guide to help check up on the fairness of food prices in their communities. But food prices aren't all you'll find in the Consumers' Guide nowadays.

DR. HOWE:

Certainly not. We have a real publication now, with 24 pages. The latest number, for May 27, contains an article on Consumer Credit, explaining the credit unions; a story about community canning centers, and how women can get together and help the Relief Administration store up food for next winter's hungry. Another story is about farmers' co-operatives.

MISS JAFFRAY:

You haven't mentioned the cartoons, and the story about "Lubricating Your Way to a Lower Cost of Living."

DR. HOWE:

That's a good one. It's about a service station run by a Wisconsin oil cooperative that saved its members more than \$7,000 in one year.

MISS JAFFRAY:

Cooperation certainly does pay -- just look at the farm women's food market at Bethesda, Maryland. They did a \$100,000 business in twelve months.

DR. HOWE:

Well, what those women are doing, other women can do. What about the cartoons you mentioned, in the Consumers' Guide? Which ones impressed you?

MISS JAFFRAY:

Those on the back page of one of your April numbers. You were illustrating the four classes of people who use the Guide -- the want-to-knows, the organizations.

DR. HOWE:

(Like your Federation of Women's clubs.)

MISS JAFFRAY:

The teachers, and the marketers. The "want-to-knows" were a farmer and his wife. The husband was asking, "What should I be getting for eggs?" His wife, "What should I be paying for cotton goods?"

DR. HOWE:

Pertinent questions. They found keys to the correct answers, if they read the Consumers' Guide.

MISS JAFFRAY:

The next picture showed a club meeting. Said one club member: "Our Health Department says this town doesn't drink enough milk." Another member suggested: "Let's find out if it's because our retail milk price is out of line."

DR. HOWE:

I hope those club members are reading about the milk survey. The next picture was a school room, wasn't it?

MISS JAFFRAY:

Yes -- The teacher was asking, "How much of your food dollar goes to the farmer?" The last picture showed a grocery store, Mrs. Consumer was telling the grocer, "This carton of food seems to have a false bottom." "There's no law against it," said the grocer. Another consumer spoke up: "Well, the law may have room for it, but my market basket hasn't!"

DR. HOWE:

Miss Jaffray, I'm afraid the Consumers' Guide is developing some very plain-speaking women. Very.

MISS JAFFRAY:

I hope so, Doctor Howe. I know that more and more of us are developing a keen interest in quality goods, after studying the Consumers' Guide and listening to your radio talks. We feel that for the first time in history, the Government is making a special effort to protect the consumer, through appointment of the Consumers' Counsel.

DR. HOWE:

As Doctor Tugwell said in a speech he made the other day, no previous Administration ever took its responsibility to consumers so seriously. But after all, Miss Jaffray, all the Government can do is to help consumers to help themselves.

MISS JAFFRAY:

We know you are right, Doctor Howe. We appreciate the fine work you people are doing in giving us facts. But we realize that it is up to us to organize, and in our organizations to forge the facts into weapons that we can use in our battles. Doctor Tugwell said, in the same speech you have just quoted, that the consumer organizations in Washington have been "spear heads without shafts" because consumers of the country have not been organized and active.

DR. HOWE:

Don't let that discourage you, Miss Jaffray. If you women keep on organizing as you have begun, there will be some mighty sturdy shafts behind the spear heads.

MISS JAFFRAY:

I hope so. We thank you, Doctor Howe, for your optimistic words.

ANNOUNCER:

You have just been listening to an interview between Miss Julia K. Jaffray, Chairman of the Public Welfare Division of the General Federation of Women's Clubs, and Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration. This afternoon they have reviewed the first year's work of the Consumers' Counsel, and have suggested ways in which organized women can take part in a Better America. Copies of a new handbook for organized women, "Women's Part in a Better America," may be obtained from the office of the Consumers' Counsel, Washington, D. C. Now I have a piece of good news for Federation women. Chester C. Davis, Administrator of the Agricultural Adjustment Administration, is going to make a special talk to the members of the Federation meeting in national convention at Hot Springs, Arkansas, May 24. Thursday, May 24, is the date, and Mr. Davis is the speaker. This program comes to you from Washington through the facilities of the National Broadcasting Co.

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THE MOST COMPLETE AGRICULTURAL RECOVERY IN HISTORY

A radio talk by Dr. Frederic C. Howe, Consumers' Counsel, Agricultural Adjustment Administration, broadcast Wednesday, May 23, 1934, in the Department of Agriculture period, National Farm and Home Hour, by a network of 50 associate NBC radio stations.

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SALISBURY: (Introducing Dr. Howe)

From time to time in this Farm and Home Hour broadcasts, and each week in the Federation of Women's Clubs period, members of the radio audience hear Dr. Frederic C. Howe, the Consumers' Counsel for the A. A. A. Usually Dr. Howe is talking with consumers, making plain to them their part in the national program of recovery and reconstruction, giving them facts that they can use in carrying on their work. Today, however, we have asked him to talk farming. Dr. Howe years ago pioneered the wave of publicizing that was given the cooperative system in Denmark. Recently he has discussed the recovery from farm depression that Danish agriculture accomplished in the years after the war with Prussia in the 1860's. There have been a number of requests for a broadcast by Dr. Howe giving, in outline, the comments that he recently made in a longer speech on this subject. So not, here he is. I'm pleased to present to you, Dr. Howe.

HOWE:

Good afternoon, friends of the radio audience:

As Salisbury has told you, I have long been interested in Denmark and Danish agricultural organization as an example of what farm people can achieve for themselves, working in the fields of economic life and government.

Fifty years ago, Denmark was confronted with a farm collapse as complete as the one that impended in the United States last year.

Formerly, the chief farm industry of Denmark had been grain growing. But the opening of grain production on cheap American land with low-cost machine methods had driven the Danes out of the world grain market. They had lost the German market for livestock products following the war in the 60's. The nation was in despair.

In less than two decades the Danish people changed all this. They did it by going back to the grass roots, to the neglected farmer, for leadership. Under farm leadership, they rebuilt a collapsed society. They worked in five main lines to accomplish their reconstruction.

First, the Danes recognized the importance of credit, and the necessity for credit agencies which are under the control of the farmer himself. This credit began with the man farthest down, in the form of small cooperative banks which helped their members in buying fertilizers, food, tools, machinery, stocking their farms, building new barns, and improving their breeds. In time these local banks expanded into a central bank at Copenhagen. This bank mobilized the credit resources of the farmer and used them exclusively for the farmer's needs. I believe this democratized credit system for farmers was first among the agencies brought together for the rebuilding of Danish agriculture, as it must be first in an agricultural program.

(over)

Following closely on the heels of democratic credit in the Danish recovery history was the nation-wide cooperative movement. I have no doubt that you have heard much of Denmark's classic example in agricultural cooperation. However, it will repay just as close study as any one can give it.

In the Danish rural districts, the cooperative movement is a producers' and a consumers' movement both. It is a conscious alternative to State socialism. It had very little aid from the State, but in time it became a part of the Governmental as well as the economic structure of society in Denmark. The aim has become an agriculture that would be a complete entity within itself, in which the farmer would become his own salesman as well as his own producer. The Danish farmer decided to keep for himself that profit that had gone to the distributor.

Secretary Wallace has pointed out that the problem of our cooperatives is of course much more difficult than Denmark's, because of the variety of our producing areas and volume of output, if not for other reasons. But he believes the obstacles in the way of developing cooperative buying and selling here in the same degree are not insuperable. He has pointed out also, that the work of the Agricultural Adjustment Administration has removed one of the heaviest handicaps formerly placed upon cooperatives -- the handicap of being obliged to try an impossible job -- control of production -- in order to raise prices. That can't be done by a cooperative, as has been proved in Denmark itself where the Government recently has had to undertake restriction in hog output to meet the situation caused by the British restrictions of amount of pork that will be taken from Denmark.

However, with the regulation of production to the market demand being undertaken by Government action, the cooperatives now have a new opportunity, as Secretary Wallace has pointed out, to see this whole process from farmer to consumer as one continuous process.

But to return to Denmark, and the story of her farm recovery. The third contribution which Danish farmers made to agriculture and to the recovery of their nation, was the insistence that their products come up to a high standard of quality. Much as a hall mark is impressed upon silver, so a certificate is impressed on Danish butter, eggs, and bacon. In consequence, these products are recognized the world over for their quality.

The fourth element in the Danish farm recovery was an element that I can't describe to you in precise words. The identification of the farmer with his cooperative societies has trained him in accounting, in marketing, in politics, and in a concern for every activity that affects his economic life. It has created a new morality in which the spirit approximates the ideal of "all for each and each for all." While in Germany State socialism has been relied on for such service as these, in Denmark the end has been achieved by the voluntary cooperative association of the people themselves.

There is a close correlation between all these things and the relation of the Dane to the political State. The farmer has been educated through his cooperative societies, through the press, and through economic contacts into a political philosophy of his own. He is a convinced free trader. He recognizes the value of free and open access to the outside world. He realizes

that if he would sell he must also buy; that trade cannot be onesided. One explanation of the high standard of living of the people is this free access to the best that can be bought, wherever it can be found.

There is a final factor that should be noted, and that is education. The Danish Folk School is a school for adults. It is one of the most vital educational agencies in the world. It joins culture and work with daily life. Plant growing and conservation of the soil are objects of affectionate interest based on a trained understanding of nature's processes. The culture of the country has literally issued from the soil. There are more newspapers read per capita in Denmark, and a higher degree of intellectual curiosity about all kinds of subjects, including political and cultural ones, than in any other country with which I am familiar. There also is more of a type of statesmanship which is more nearly reflective of the interests of the usually neglected and forgotten classes.

Of course, in the present world-wide situation of trade barriers, break-up of normal exchange relationships, and many other economic dislocations, the Danish cooperatives and the Danish government have suffered some severe economic blows. To ameliorate their farmers' condition, the Danes have granted their Government powers quite similar to those conferred on our Government by the Agricultural Adjustment Act.

However, in both countries, given Governmental powers to deal with the problem of fitting the volume of production to the size of the demand, it remains true that cooperative organization of farmers, adequate credit arrangements, a high level of education, and participation of a maximum number of farmers in Governmental affairs are important to recovery, just as they proved to be in Denmark 50 years ago. We may all hope fervently that American farmers turn to the methods adopted by Danish farmers in the earlier crisis, and, with the help of the Government in dealing with conditions controlled by international relations, work out for themselves a greater measure of control over their economic fates.

It is an interesting statistical fact that the gross income of the farmer in 1933 was almost exactly the same as the gross income of the factory employees. There is apparently an underlying principle in this parallel. Factory wages and farm income go hand in hand. Therefore, if we can increase the farmer's income by absorbing to the farmer some of the excessive costs, if any, that now go to the distributor, we can confidently expect an increase in factory payrolls as well. Both results would speed recovery generally.

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